

Norman A. Holm.

GUIDE BOOK
OF
THE MINNESOTA DAILY



MINNEAPOLIS, MINN.

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GENERAL INSTRUCTIONS

Be fair and accurate.

Strive to be clear, concise, forceful.

Avoid complex sentences. Stories should be written as simply as is consistent with graphic and accurate description.

In "covering a beat" if you find news of unusual importance, telephone the office at once.

Don't be afraid to ask how names are spelled, and be sure to write them clearly in your copy.

Remember that a journalist should always be courteous.

PREPARATION OF COPY

Use the typewriter.

Use double or triple space between lines.

Write your name in the upper left-hand corner of the first page. Number each page.

Leave a margin of at least an inch at the left. Begin story about one-third of the way down the first page.

Write only on one side of the paper.

Indent for paragraph about a third of the width of the page.

Never divide a word from one page to another. Avoid dividing a word.

Do not write over figures or words. Scratch out and rewrite.

Do not fasten sheets of copy together.

Be particularly careful, if obliged to write long-hand copy. Underscore u and overscore n when there is any chance of confusion. Likewise, underscore a and overscore o. Print proper names and unusual words, if they are likely to be misread.

When pages are inserted, use letters. For example, between pages 3 and 4 number the inserted pages 3a, 3b, etc.

A circle drawn around an abbreviation indicates the word is to be spelled out in print. A circle around a spelled-out word indicates it is to be abbreviated.

Use an "end-mark" to indicate your story is completed. A cross made of parallel lines or the figures "30" in a circle may be used.

Read over your story carefully before handing it to the city editor.

When there is any chance that a word intentionally misspelled, as in dialect, will be changed by the printer, draw a circle around the word, run a line to the margin and there write "Follow copy." This will show that the copy is not to be changed.

USE OF CAPITALS

Capitalize:

Names of associations, societies, clubs, companies, etc., as Glee Club, Odd Fellows, National Security League, Campus Club.

University, college, academy, etc., when part of a title, as University of Minnesota, Macalester College. When not connected with a name use lower-case, except in reference to the University of Minnesota, which is to be distinguished as the University.

Building, hall, house, hotel, etc., when used with a distinguishing name, as Radisson Hotel, First National Bank, Metropolitan Theater.

Names of all University of Minnesota buildings, as Shevlin Hall.

Names of all political parties, as Democratic, Republican, Progressive, Socialist.

Principal words in titles of books, plays, addresses.

Titles when preceding the name, as President Vincent, Doctor Lyon. But use lower-case when the title follows the name, as Doctor Vincent, president of the University.

Distinguishing name only, referring to wards, streets, avenues, railroad stations, mines, etc., as Nicollet avenue, First ward, Great Northern station.

Specific names of courts of record, as Hennepin District Court, Minneapolis Municipal Court, Minnesota Supreme Court.

Holidays, as Fourth of July, Thanksgiving Day.

Sections of the United States, as the North, the West, the Middle West, North Atlantic States. Sections of a state, as Northern Minnesota (but not the northern part of Minnesota).

Nicknames of states and cities, as the Gopher State, the Hub (Boston).

Names of all races and nationalities except the negro, as Italian, American, Indian.

The name of a bill, act, amendment, etc., as Good Roads Bill, Eleventh Amendment.

All names and pronouns referring to the Deity.

Such names as First Regiment, Company B, National Guard, Grand Army of the Republic, Minnesota State Militia.

President when referring to the President of the United States, and titles of all national cabinet officials, but do not capitalize city councilman, chief of police, sheriff, etc., unless they are used before the name.

Nation, Union, Republic, the States, etc., in reference to the United States.

North Pole, South Pole, South Sea Islands, Cape Hatteras, Hudson Bay, Mississippi River, Philippine Islands, Isthmus of Panama, State of Minnesota, City of St. Paul, and all such words when they are used as specific names.

The names of such notable events and things as the Declaration of Independence, the War of 1812, the Revolution, the Government (referring to the United States), the Spanish-American War, the Reformation, the Civil War, the Confederate States.

Bible and words that refer to it, as the Book of Books, the Scriptures.

Names of the legislative bodies, as Congress, State Legislature or Assembly, House of Representatives.

King and all titles of nobility referring to specific persons, as King of England, Duke of Wellington.

Such terms as Stars and Stripes, Old Glory, Union Jack, White House, Maroon and Gold, referring to the University of Minnesota.

The nicknames of baseball teams, as Chicago Cubs, St. Louis Browns, Minneapolis Millers.

The names of all religious denominations, as Baptist, Quaker, Methodist.

Distinctive names of localities in cities, as Lowry Hill, East Side, Back Bay (Boston), etc.

Church when used in a specific name, as the First Baptist Church.

Departments of the national or state government, as War Department, State Labor Bureau, Board of Public Health (but lower-case municipal departments, as fire department, water and light department).

College degrees, as Bachelor of Arts, Doctor of Laws.

Room 31, Folwell Hall; Parlor C, West Hotel.

Varsity only when referring to the University of Minnesota or its athletic teams.

The names of the larger divisions of the University, as College of Science, Literature, and the Arts, School of Chemistry, Agricultural College.

Do Not Capitalize:

Names of seasons.

Points of the compass, as north, south.

Postoffice, courthouse, poorhouse, council chamber, city hall, armory, president's house, navy, army, cadets, fraternity (as Phi Delta Theta fraternity), justice's court, police court, women's parlors.

Professor, unless preceding a name.

Club, society, company, etc., when not used with a specific name.

Names of schools or divisions in other universities and colleges.

Senior, junior, sophomore, freshman. (And remember the adjective form of freshman is freshman, not freshmen.)

Von, de, etc., when preceded by a name or title, as Baroness von Suttner.

Former preceding a title, as former President Roosevelt.

President (except President of the United States), secretary, etc., unless used before a name.

Any but the distinguishing words where two or more names are connected, as the Great Northern and Northern Pacific railroad companies. (In singular form, Northern Pacific Railway Company.)

PUNCTUATION

Do not use period after per cent.

Run lists of officers thus: President, John Jones; vice-president, James Smith; treasurer, Henry Brown.

In lists of names and addresses use this style: John Jones of Minneapolis, A. W. Brown of St. Paul, and Fred Smith of Fargo, N. D. Where more than three names are given, drop "of" before name of city, thus:

John Jones, Minneapolis; A. W. Brown, St. Paul; Fred Smith, Fargo, N. D.

Use no comma in 5 feet 8 inches tall, 3 years 6 months old, etc.

Give scores thus: Minnesota 20, Wisconsin 6.

In summary of athletic events use this style; 100-yard dash—Smith, first; Jones, second; Brown, third. Time, 0:10 1-5.

Do not use comma before the conjunction "and" in a series such as Fred, John and Henry.

Write: Room 1, Folwell Hall.

Use colon before a quotation of more than one sentence and always when quoted matter begins a new paragraph. Use colons before a series introduced by "as follows."

Omit periods after nicknames, as Tom, Sam, etc.

Always use period between dollars and cents, as \$1.25.

Use colon in giving time, as 7:30.

Observe use of the apostrophe in don't, haven't, I've, can't, etc. (Plural, don'ts.)

Use comma before and after Jr., as John Brown, Jr., of Chicago.

Do not quote the Varsity letter M. Form plural thus: Ms.

QUOTATIONS

Quote titles of books, plays, paintings, operas, songs, lectures, sermons, etc. Be sure to include "the" in the quotation if it is a part of the title, as "The Scarlet Letter."

Do not quote names of newspapers and periodicals.

Do not quote extracts that are indented or set in smaller type than the context.

Do not quote the names of balloons, cars, steamships, horses, dogs.

Do not quote the names of characters in plays or books.

FIGURES

Use figures in giving ages, as 71 years old.

Use figures for sums of money, as \$3.87; unless the indefinite sum is mentioned, as a dollar, about five hundred dollars.

Use figures for all athletic records and scores, as a pole vault of 10 feet 2 inches; Minnesota 6, Illinois 6.

Use figures in all matter of a statistical or tabular nature.

Use figures in giving time by the clock, as 10 o'clock, 10 a.m.

Use figures for street numbers, as 10 West Broadway.

Use figures for dimensions, per cent, caliber, dates, degrees of temperatures, betting odds and bond terms.

In all other news matter spell out definite numbers up to 100; beyond that use figures. Exception—When a number of two figures occurs in proximity to one of three or more, both shall be put in figures, as 60 women and 741 men.

Spell out all approximate numbers, as nearly a thousand, a dozen, three or four hundred, half a million.

Never begin a sentence with figures.

ABBREVIATION

Abbreviate Sr. and Jr. following names. Write thus: John Smith, Jr.

Abbreviate name of state when used after name of town or city, as Minneapolis, Minn.

Observe this style: Minn., S. D., Wis., Cal., Colo., Ariz., N. D., Pa., Neb., Wash., Mont., Wyo., Ind., Ia., Ore., Tex. Do not abbreviate Maine, Ohio, Idaho, Utah, Alaska.

When used before the full name abbreviate Dr., Prof., the Rev., as Dr. J. S. Jones, Prof. W. A. Smith. Spell out when used before the surname only, as Doctor Jones, Professor Smith.

Always use "the" before the title Rev., as the Rev. William Brown; if surname only is used, make it the Reverend Mr. Brown. Usually it is sufficient, after the full form has once been used in the story, to say Mr. Brown.

Always spell out per cent, street, avenue, railway, brothers, fort (as in Fort Snelling), mount (as in Mount Vernon).

Spell out names of the months, except in date lines. Always spell out names of the days.

Never abbreviate proper names, as Jno., Geo., etc.

Spell out military titles, as colonel, lieutenant, general, though abbreviation in headlines is permitted.

Abbreviate Mr. and Mrs., Mms., Mlle.

Spell out names of the political parties.

Spell out governor, superintendent, president.

Abbreviate company when it follows the character &, as Brown & Co.; otherwise spell out, as the William Smith Dry Goods Company.

Abbreviate the word "number" when followed by numerals, as No. 10.

Class of '04 may be used for class of 1904.

Never use "Xmas" for Christmas.

Young Men's Christian Association and Young Women's Christian Association may be abbreviated to Y. M. C. A. and Y. W. C. A.

Spell out United States, except when it oc-

curs as part of title in navy or army, as Lieutenant James S. Smith, U. S. A., or Lieutenant James Smith, U. S. N.

Do not abbreviate names of cities, as St. Joe for St. Joseph, Frisco for San Francisco.

TITLES

Do not use Mr. when Christian name or initials are given.

Do not use Master in referring to a boy.

Do not use Esq. following a man's name.

Do not use Honorable, unless it is a title bestowed by Great Britain.

Write James Smith and Mrs. Smith or Mr. and Mrs. James Smith, not James Smith and wife.

Never write Dr. James Smith, D.D. The Dr. is sufficient.

Use Mrs. before the name of a married woman; Miss before the name of an unmarried woman. In giving a list of married women it is permissible to begin with Mesdames; Misses before list of unmarried women.

THE POSSESSIVE CASE

Use apostrophe only (not apostrophe and s), to indicate the possessive case of singular nouns ending in s, as James'.

To form the possessive of a plural noun already ending in s, add only the apostrophe, as soldiers' rifles.

Never use an apostrophe before the s in ours, yours, hers, its (possessive of it) or theirs.

The possessive of U. of M. is U. of M.'s.

COMPOUNDS

Do not use hyphen between an adverb ending in *ly* and a participle, as *freshly painted house*.

Prefixes (except *bi*, *tri*, *co* and *re*) ending with a vowel take a hyphen before the vowel; omit it before a consonant, except in cases noted in Rule 3.

Use hyphen after the prefix in co-respondent (joint respondent), re-form (to form again), re-create (to create anew), re-cover (to cover anew) and similar words to distinguish them from words with the same letters but of different meaning.

Make all "houses" and "rooms" one word where the prefix is only one syllable, as *court-room*, *courthouse*, *bedroom*. (Exceptions: *District Court room*, *Commercial Club rooms*, *frame house*, *White House*, *green room*, *hall room*.)

Do not hyphenate *today* and *tomorrow*.

Use hyphen in numerals when spelled out, as *thirty-five*.

Compound adjectives generally take the hyphen, as *72-point type*, *7-year-old child*, *75-horsepower engine*, *light-brown color*, *10-yard gain*.

Observe the following from the "Manual of Style" of the Government Printing Office: "Care must always be taken not to confuse the qualifying word with the subject word; for instance, a shoemaker can be a German shoemaker, and, if he makes wooden shoes, a wooden-shoe maker. Also observe the following forms: *young school-teacher*, *high-school teacher*, *public-school teacher*, etc."

Say *well-known man*, *ill-tempered man*. But—He is well known; he is ill tempered.

In all cases not covered by the foregoing rules, follow Webster's New International Dictionary.

SPELLING

Use Webster's New International Dictionary as authority. Observe spelling given below:

| | |
|---------------------|-----------------|
| abattoir | cozy |
| adviser | crappie |
| aid-de-camp | criticise |
| altho | decalog |
| antitoxin | defense |
| ax | demagog |
| baptize | demagoguery |
| baritone | develop |
| baseball | dilettante |
| battalion | diphtheria |
| bazar | dishabille |
| benefited | downstairs |
| benefiting | drought |
| biplane | employe |
| blond (adj.) | Eskimo |
| bluing | enforce |
| boulder | feaze |
| bouquet | fiance (man) |
| Buenos Aires | fiancee (woman) |
| bric-a-brac | football |
| calcimine | fiery |
| cannot | fleur-de-lis |
| catalog | fulfill |
| cantaloupe | fusillade |
| canvas (cloth) | gauge |
| canvass (for votes) | gayety |
| center | gayly |
| chaperon | glycerin |
| charivari | gelatin |
| chauffeur | gray |
| chiffonier | grewsome |
| cigarette | guerilla |
| clew | gypsy |
| color | Hallowe'en |
| connoisseur | Hindu |
| consensus | horsepower |

impostor
indispensable
inclose
indorse
innocuous
inoculate
inasmuch
jiu-jitsu
jimson weed
karat
kidnaped
kidnaper
kimono
laundered
leggings
lily
line up (verb)
line-up (noun)
mamma
maneuver
mantel (shelf)
mantle (covering)
marshal (officer)
mass meeting
medieval
midweek
monoplane
moneys
mustache
nickel
newspaper man
nitroglycerin
nowadays
oculist
offense
one's self
parquet
payroll
paraffin
pedagog
pedagogy

postoffice
practice
program
prolog
portiere
privilege
procedure
prophecy (noun)
prophesy (verb)
quartet
quintet
rarefy
restaurateur
renaissance
soccer (football)
sauerkraut
sextet
skillful
stanch
syrup
strait-laced
sobriquet
supersede
theater
tho
thoro
thorofare
thoroly
thrash (to whip)
thresh (grain)
through
traveler
typify
vermilion
vender
vitreous
weird
whisky
willful
whir
woful

MISCELLANEOUS

Never begin a sentence with figures. Spell out or recast the sentence.

Say 40 years old not aged 40 years.

Avoid over-use of the word blood.

Say former President, not Ex-President.

Write dates thus: December 23, not December 23d.

Omit the name of the state after large cities, as New York, Chicago, Boston, Kansas City, St. Louis, Denver.

Do not use a long, cumbersome title preceding a name; put it after the name, as John Smith, keeper of the seal.

Do not use foreign words or phrases when English will do as well. "A dollar a day" is better than "a dollar per diem."

Use this style in date-lines: Fargo, N. D., Jan. 3.—

Say students in the Law School, rather than lawyers. Exception—Lawyers may be used for the sake of brevity in giving results of class athletic contests and in stories in which the students of all divisions figure. In such cases, say lawyers, farmers, engineers.

Weddings do not occur. Things take place by design; they occur unexpectedly.

Avoid "a number of." Be specific if possible.

Don't spell forward, backward and similar words with a final s.

Don't use the word lady for woman, or gentleman for man.

Use foregoing instead of above as an adjective, as the foregoing statement.

Use this style in giving time: At 5 o'clock yesterday afternoon, putting the hour before the day.

Write "fewer than" referring to numbers, not "less than."

Use dialect only when so instructed.

Don't say a man by the name of Smith; say a man named Smith.

Distinguish between don't and doesn't.

The building is the capitol; the city, the capital.

Don't forget to end quoted matter with quotation marks.

Don't overwork "on" before names of days, as on Wednesday, on tomorrow.

LOCAL STYLE

This school is the University of Minnesota, not the Minnesota University or State University. In abbreviating for headlines use U. of M., not M. S. U.

In naming the various divisions (not departments) of the University, observe the following style:

Graduate School

College of Science, Literature, and the Arts
(not Sciences)

College of Agriculture

Use lower-case in naming the various departments of the divisions, as chemistry department.

These titles are used for the members of the teaching force of the University: Dean, professor, associate professor, assistant professor, instructor, assistant and student assistant. Do not give a person the title of doctor unless he has a doctor's degree. The title of professor belongs only to those holding professorships, associate or assistant professorships. Identify all other teachers by giving their rank, as instructor, assistant, etc. Use the following form: John Jones, instructor (or assistant) in chemistry. The University catalog is the authority.

in, professor, assistant instructor, assistant subject

In naming the president of the University the first time in a story, call him President George E. Vincent of the University of Minnesota; after that President Vincent or Doctor Vincent.

The committee in charge of athletics is the committee on intercollegiate athletics. This may be shortened to the athletic committee.

The title of the band is the University Cadet Band.

Name the University buildings in this way:

Folwell Hall

Library Building

Elliot Memorial Hospital

Pillsbury Hall

Minnesota Union.

The names of some faculty members are often misspelled. In case of doubt consult the roster.

IN HEADLINES

Capitalize all nouns, pronouns, verbs, adverbs, adjectives and interjections.

Capitalize all words of four or more letters.

Capitalize all forms of the verb to be, as was, is, am.

Capitalize both parts of compound words.

Capitalize a preposition when it is attached to the verb, as in the sentence: He Was Voted For by His Party.